Data Management:
What You Need to Know and Why

TABLE OF CONTENTS

INTRODUCTION

Data Management: What You Need to Know and Why

Executives, managers and information workers have all come to respect the role that data management plays in the success of their organizations. But organizations don't always do a good job of communicating and encouraging better ways of managing information.

Even though they won't always play a role in implementing or directly managing data quality, MDM or virtualization technologies, the business users of technology are increasingly responsible for setting goals and leading the adoption of end users in pursuit of revenue goals, better customer satisfaction and other metrics of success. Thus, a fundamental understanding of core data management practices helps everyone see opportunities and play a role in the evolution of their organizations.

Know the basics and you'll be better equipped to overcome any given information-related project or challenge you're contemplating (and there will always be plenty). More important, you will have an informed view with which to join the discussion about initiatives to match the goals and culture of your own organization.

We are offering this second edition resource as a business oriented, working guide to core data management practices. In this ebook you will find easy to digest resources on the value and importance of data preparation, **data governance**, **data integration**, **data quality**, **data federation**, **streaming data**, and **master data management**.

You can use the tabs and resources in these materials to grasp each of the terms above. Even if you know or think you know what they mean, see what's new and learn what organizations in different industries are adopting. Use it as a reference, circulate and share it. You will quickly understand (and be able to explain to others) how data governance can help improve policies and workflows. You will see how data quality initiatives lead to more confident and better decision-making. You will know why master data management helps deliver consistent and aligned views of customers, products, partners and suppliers.

Just as consumers have adopted their own tools and habits to better manage their lives, the technology-driven advances at work will lead to utility and better ways of getting things done. It is a journey more than a destination and one that requires participation and ownership across different levels of your organization. A basic holistic view of data management initiatives and practices will put you on a productive course and help to keep you there.
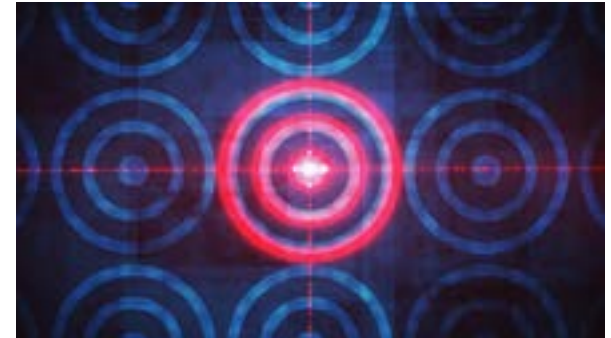
Just as consumers have adopted their own tools and habits to better manage their lives, the technology-driven advances at work will lead to utility and better ways of getting things done.

DATA PREPARATION

5 Data Management Best Practices to Help You Do Data Right

If you're in the business of pretty much anything, you've got a lot of important data in a lot of different places – internal and external. What you might be lacking are the data management best practices that could help you get to all of that data and take a closer look at it.

Read More

Data Preparation for Analytics in the Age of Big Data

MATTHEW MAGNE
Product Marketing Manager, Data Management

Play Video

Data Management for High Performance Analytics

DATA MANAGEMENT FOR HIGH-PERFORMANCE ANALYTICS

§sas

DAN SOCEANU
SENIOR SOLUTIONS ARCHITECT
DATA MANAGEMENT

Play Webinar

DATA INTEGRATION

Tips for Successful Data Integration Modernization

A barrage of changes in the world of data has sent organizations scrambling to manage day-to-day requirements while preparing for the future of big data, analytics and real-time operations. To do it, most will need to rethink and modernize their data management infrastructures, teams and skills.

Read More

Data Evolution

Most organizations have spent the last decade acquiring data integration tools from different sources to manage, govern and utilize data. This generally means they now possess a nonintegrated toolbox of technologies. Organizations need a solution that enables employees to focus on managing data better instead of integrating disparate technologies.

> White Paper

Data Evolution
Why a Comprehensive Data Management Platform
Supersedes the Data Integration Toolbox
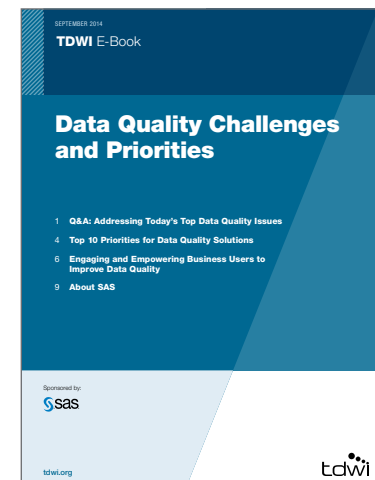
§sas
THE POWER TO KNOW.

Read More

Do you Hadoop?

HAD○OP?

Play Video

DATA QUALITY

Data Quality Challenges and Priorities

Maintaining data quality has always been a top issue for enterprises, but with changing data needs and business environments—including big data, unstructured data, and data governance—it's never been more challenging. We look at the top issues that enterprises are asking about data quality with Anne Buff, business solutions manager and thought leader for SAS Best Practices.

Read More

SEPTEMBER 2014

TDWI E-Book

Data Quality Challenges and Priorities

1 Q&A: Addressing Today's Top Data Quality Issues
4 Top 10 Priorities for Data Quality Solutions
6 Engaging and Empowering Business Users to Improve Data Quality
9 About SAS

Sponsored by:
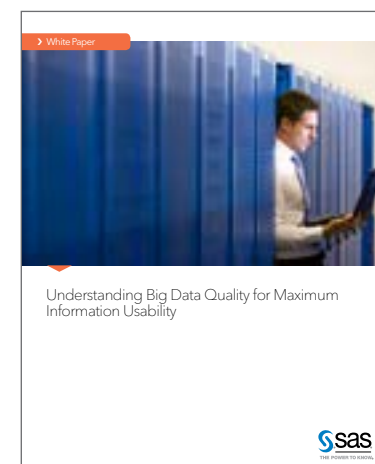§sas

tdwi.org

tdwi

The Importance of Data Quality: a Sustainable Approach

Nobody likes unpleasant surprises. When it's time to look objectively at what has been happening in terms of customer activity, business productivity or progress toward targets, everyone wants to be able to trust the reports they're given. And no one wants to be embarrassed by delivering inaccurate reports, no matter what the underlying reason. In situations like this, the importance of data quality is undisputed.

Read More

Understanding Big Data Quality for Maximum Information Usability

It's easy to get caught up in the idea of big data. You've got massive amounts of data streaming into your business – and it has lots of potential. How can you apply analytics to reveal key business insights? What can you learn about your customers and products? How soon can you get started? But wait. There are things you need to do first.

Read More

> White Paper

Understanding Big Data Quality for Maximum Information Usability

§sas
THE POWER TO KNOW.

DATA GOVERNANCE

The SAS Data Governance Framework: A Blueprint for Success

As a concept, data governance has been around for decades. Today data governance must touch all internal and external IT systems and establish decision-making mechanisms that transcend organizational silos. And, it must provide accountability for data quality at the enterprise level.

Read More

> White Paper

The SAS® Data Governance Framework:
A Blueprint for Success

SAS
THE POWER TO KNOW

What Is Data Governance?

Play Video

Chief Data Officer Role Shakes Up Traditional Data Governance

The arrival of big data means many things. For one, it has exposed the limits of data stalwarts such as structured query language (SQL) and relational databases. Sure, an organization's internal and structured data still matters – but it's not the only game in town these days. Grappling with issues around big data has persuaded many organizations to ink in a new box on the org chart – one for the chief data officer (CDO) role.

Read More

MDM

Taking MDM to the Next Frontier

The idea of mastering data management and establishing a single view of a business subject area is anything but missionary work. The concepts are known, the ideology is accepted and the discipline is well understood. But in the realm of master data management (MDM), many new concepts and evolutionary approaches are challenging the methods most of us have come to accept as best practices.

Read More

The Umstead Hotel Enhances Revenue and Customer Experience with SAS MDM

GEORGE VIALL
Director of Revenue Management
The Umstead Hotel and Spa

Play Video

Supporting Your Data Management Strategy with a Phased Approach to Master Data Management

Master data management (MDM) is a transformative effort, often requiring organizations to rethink their human resources, business policies and internal processes. By assessing your existing data governance, metadata, data quality, identity management and change management capabilities, you can prioritize these components within your MDM implementation and establish a more achievable path to MDM.

Read More

STREAMING DATA

Channeling Streaming Data for Competitive Advantage

As more devices, machines and industrial assets connect and communicate real-time data, ecosystems connecting businesses will harness this data to radically change the way they function and act. Streaming analytics can extract the meaning from this data in an instant. This can mean the difference between remaining competitive or falling behind.

Read More

> White Paper

Channeling Streaming Data
for Competitive Advantage
How SAS® Event Stream Processing is Driving Innovation and Solving Complex Challenges

§ sas
THE POWER TO KNOW.

Streaming Data: The Ins and Outs of This Technology Buzzword

Imagine a contestant on the TV game show Jeopardy! who chooses the category "Current Technology Buzzwords for $800." The game show host then reads the clue to the contestant: "A synonym for the phrase data in motion." The contestant's answer (which must be stated in the form of a question) is: "What is streaming data?"

Read More

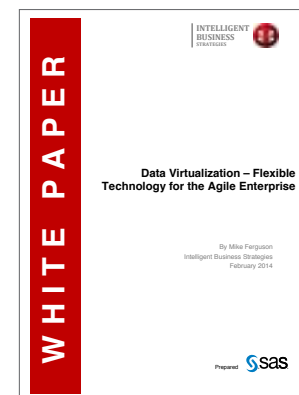## SAS Event Stream Processing 4.2 Software Snapshot

Play Video

DATA FEDERATION

The 60 Second Scoop on SAS Federation Server

The 60-Second Scoop:
SAS® Federation Server

[Play Video]

Data Virtualization: Flexible Technology for the Agile Enterprise

Today many business users are spending increasing amounts of time trying to find and integrate the relevant pieces of data needed to perform specific tasks and produce insights. One reason for this is that data has become distributed across many different data stores, making it difficult to access integrated, relevant data for cross-functional use. Data virtualization technology has emerged to simplify data access.

[Read More]

WHITE PAPER

Data Virtualization – Flexible
Technology for the Agile Enterprise

By Mike Ferguson
Intelligent Business Strategies
February 2014

Prepared §sas

Simplify, Secure and Speed Data Access with Data Virtualization

Every few months, a vendor claims one environment will replace all others. What usually happens is an elongated state of coexistence between traditional technology and the newer technology. In response to the fragmented environment and need for agility, there's a dramatic rise in data virtualization, because it provides a virtual, secure view of your data without moving it. As a result, IT can be more agile in giving business users an abstracted view of data.

[Read More]

ABOUT US

SAS

SAS understands that data drives everything. We want to help you make sure it's right. Is your data easy to access, clean, integrate and store? Do you know which types of data are used by everyone in the organization? And do you have a system in place for analyzing data as it flows in? Spend less time maintaining your information and more time running your business with SAS® Data Management. It's an industry-leading solution built on unified platform and designed with IT and business collaboration in mind. It's also the fastest, easiest and most comprehensive way to get data under control, with in-memory and in-database performance improvements helping to deliver trusted information. When it comes to data preparation, data integration, data quality, data governance, master data management, streaming data and data federation, SAS can help you transform big data into big opportunities.

Learn more and discover our free white papers, webinars and videos: sas.com/data.

Learn More